AVA HERMANN
UX/UI DESIGNER + ENTREPRENEUR

PROFILE

Passionate and creative UX/UI designer with a love for visual aesthetics, problem solving, and technical innovation. With over two years of deep experience in the XR startup world, I'm always looking for new ways to leverage design and technology to improve the world around us.

EDUCATION

MIAMI UNIVERSITY
OXFORD, OH | 2017-2021

- B.A. | Emerging Technology in Business and Design with focus in UX/UI Research + Design
- Minor | Entrepreneurship with focus in Innovation + Creativity
- 3.95 GPA

INTL. INTERNSHIP: DIGITAL INNOVATION PROGRAM
LUXEMBOURG | SPRING 2020

- UI Design Intern at The Outdoor Journal: Lead redesign of company website by developing brand guidelines and creating wireframes and high-fidelity website mockups

SKILLS

ADOBE SUITE	LEADERSHIP
FIGMA	INITIATIVE
SHAPES XR	ADAPTABILITY
FRAMER	COACHABILITY

PROFESSIONAL EXPERIENCE

HEAD OF UX/UI RESEARCH + DESIGN | FLAMEL.AI
AUSTIN, TX (REMOTE) | MAR '23 - PRESENT

Lead + first hire for UX/UI at Flamel.AI, a startup for AI-generated social media marketing content and strategy.

- Designed, conducted, + analyzed results of user research
- Lead design for web app: AI + manual media studio, content calendar and scheduling, Luna (AI assistant) interaction, Pexels integration, account creation, new user onboarding, and more
- Lead design + development for marketing site via high-fidelity mockup creation and site development using Framer

HEAD OF UX/UI RESEARCH + DESIGN | IMMERSED
AUSTIN, TX | AUG '21 - FEB '23

Lead and solo member of UX/UI Research and Design at Immersed, the world's top app for work and collaboration in VR/AR

- Designed, conducted, + analyzed results of user research
- Built and presented proposals for features + workstreams to top management in collaboration with engineers + the VP of Product
- Worked closely with engineers to rapidly create + iterate upon designs for various UX/UI features and interfaces
- Created top-down user flows and designed high-fidelity UI interfaces throughout the app
- Aside from work on the VR app, additionally worked heavily on both UX/UI + general design across all other company verticals.

FOUNDER | AVARI XR
ROCHESTER, MN | AUG '20 - PRESENT

Early stage startup based in design and development of virtual and augmented reality simulations of outdoor experiences for pediatric inpatient care

- Conducted intensive research into pediatric care, design for VR/AR, business development, and more
- Continued work through the Miami U. Institute for Entrepreneurship's Accelerator program. Culminated in taking first place in university venture pitch competition + securing $5,000 in prize funding
- Filmed + edited 360 video footage to create first MVP
- Accepted to the Mayo Clinic Innovation Exchange: a highly selective program that provided research, legal, networking, and development resources + connections with medical professionals at the world's top hospital system
- *Temporarily paused work during time at Immersed

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